

PRESENT TENSE

NOVEMBER 2002



CIVIL AIR PATROL
MARKETING & PUBLIC RELATIONS

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TOP FLIGHT PAOs

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Present Tense is the official monthly publication for public affairs officers of the Civil Air Patrol, and is produced by Melanie LeMay in the Public Relations & Marketing Directorate, CAP National Headquarters, Maxwell AFB, Ala.

Is there something you'd like us to cover in *Present Tense*? Contact Melanie LeMay at mlemay@capnhq.gov, send a fax to (334) 953-4245 or call her at (334) 953-5320.

Think outside the box? Throw OUT the box!

**No budget? Low budget?
Compensate with creativity**

Melanie LeMay
Public Relations Specialist

There's nothing like money to give a ho-hum PR campaign flash and dazzle. Today's design and printing technology, along with brilliant color reproduction, computer illustration, digital photography and slick new papers mean you don't have to be a Madison Avenue genius to create high-quality, professional ads and promotional materials.

It's in those public affairs arenas without huge budgets that creativity becomes critical, however. You really can do more with less, if you keep your objective clearly in mind and get rid of your preconceived ideas about what you're "supposed" to create.

When less is more

For example, when Linda Tynan, NHQ Marketing and Publications Coordinator, had to come up with an ad on the spur of the moment for the upcoming National Congress on Aerospace Education (NCASE), she had neither the time nor the budget for professional models, elaborate design and complicated concept development.

We brainstormed about the purpose of the ad -- to promote CAP's aerospace program to teachers -- and the AE directorate's request -- to tie the ad to the upcoming Centennial of Flight celebration.

We looked at our stock photos.

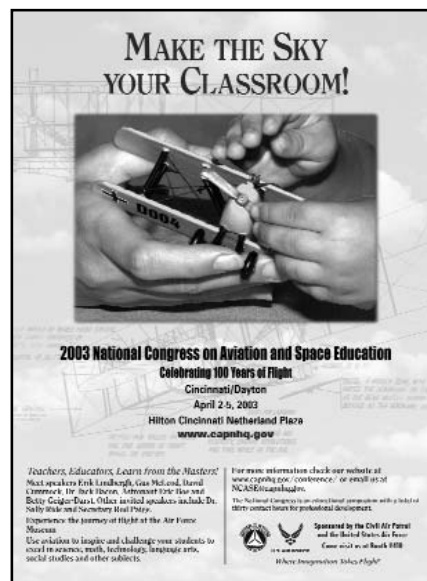


Photo and ad by Linda Tyson / CAP National Headquarters

Creative photography is one workaround for a low or nonexistent advertising budget. Graphic designer Linda Tyson used a model plane from one coworker's office and the hands of another coworker's wife and child to create this compelling ad for the upcoming National Congress on Aerospace Education.

The available photos of classrooms and teachers looked too busy and didn't pick up on the Centennial of Flight theme in any way. We looked at ads created by other companies. One caught our eye -- a sepia-tone photo of a child in old-fashioned flight gear "flying" a plane made out of a cardboard box.

"That has some of the elements," Linda said. "A child -- the old-fashioned look..."

"But nothing about teaching," I protested.

Then Linda had an idea. "What if we just use hands in the photo?"

"Hands holding an old-fashioned plane...and add the hands of a teacher to the picture..."

A colleague down the hall had a

See Box, page 4

Help us capture CAP's

Spirit of Volunteerism

The Marketing and Public Relations directorate is developing a new national marketing campaign, and we need your help.

We want to build new PR materials around testimonials from real members who are out in the field doing the work that makes us all most proud of CAP.

We're looking for people who represent the average members of CAP, people with jobs and families and other responsibilities who contribute their valuable free time to public service through CAP-related activities.

We're looking for senior and cadet members, young and old -- long-time and new members.

If you have a candidate in mind, prepare an entry with the following: A 1000-word explanation of why that individual represents CAP's spirit of volunteerism, his/her contributions to CAP, information about that person's non-CAP life and complete contact information for the individual. PLUS, we must have a color photo of this individual "in action,"

What you can win

The official national headquarters Spirit of Volunteerism award from the Marketing and Public Relations Directorate.

A \$100.00 voucher for any merchandise from the CAP Bookstore.

performing his/her duties for CAP. If we choose your entry for national publication, you win! (See box above.)

You may enter as many times as you like. Be sure your entries reflect diversity in origin, location, background and gender.

Mail entries to:

Spirit of Volunteerism Award
Melanie LeMay, PR Specialist
Civil Air Patrol National Headquarters
105 South Hansell St., Building 714
Maxwell AFB, Ala. 36112-6332

DEADLINE: Feb. 1, 2003

Headquarters Point System for Rating PAOs

Activity	Points
General	
Submission of quarterly report	25
75% of units have PAO	25
Increase in # of PAOs since last report	20
Submitted list of PAOs to HQ	20
Print Media	
Each news release	
written/submitted to media	10
Each News release printed/used	15
Electronic Media	
Wing Internet site maintained	25
Announcements on TV	10
Appearance on TV	
(or coverage of a CAP event)	15
PSAs submitted to radio/TV	10
Radio interviews or announcements	10
Community Relations	
Each unit event/activity	15
Each Wing-wide event/activity	15
Each participation in national event	
or activity	20
Miscellaneous Activities	
Each of other activities that fall within PR/Marketing area	15

Cool Web sites for PAOs

Internet PR Guide

This Web site contains a wealth of PR-related articles on writing, media sources, pitching to the media, advertising and designing marketing campaigns. On this site you also can get a free trial subscription to *Writing that Works*, a business writing newsletter, plus some good articles from back issues. Check it out at <http://www.internetprguide.com/>

Newsletter design

Though this site is commercial, it contains some good information on newsletter design, including a start-up primer and a review of good books on the subject. Take a look at <http://www.graphicsandwords.com>

LATEST CAP STATS

CAP Membership as of September 2002

Membership Development reports 11 consecutive months of membership growth.

Cadets	25,996
Seniors	36,354
Total	62,350

Aerospace ed members 1220

Note that 40 of 52 wings and all 8 regions showed membership growth from August to September 2002

Need the latest CAP Fact Sheet?

Go online at www.caphq.gov and click on News and Issues, then Inside CAP, then scroll down to "Tools for PAOs."

Need last month's edition of Present Tense?

A PDF is online under "Tools for PAOs." You can print it out on four 8.5 x11-inch sheets of paper.



Selling CAP with PSAs

Melanie LeMay
Public Relations Specialist

A Public Service Announcement (PSA) is a no-cost way to generate widespread exposure for your CAP programs. Television and radio stations in markets of all sizes, cable channels and even major broadcast and cable networks use PSAs every day as part of their normal schedules.

In 1985, the FCC abolished the requirement for stations to air PSAs, but stations continue to run them. They see PSAs as a genuine service to their communities and viewers, and second, no matter how effective their ad sales, stations still have "dead" air to fill.

A public service consulting firm called WestGlen has researched the PSA market, and says the amount of donated air time adds up to millions of dollars in advertising. They say typical PSAs remain in rotation for about three months, although some stations will air general PSAs even longer.

Most stations have a PSA director who can tell you how to submit the information you want to get on the air. The most acceptable length for a PSA is 30 seconds, but to provide the most flexibility for the station, you also can submit 15, 20 and 60-second spots. In writing your PSA:

- ◆ Make the message interesting to the public.
- ◆ Localize the message for a local station.
- ◆ Use a conversational tone in your script.
- ◆ Avoid using any military jargon or CAP acronyms.
- ◆ Avoid making any direct appeal for funding.
- ◆ Be sure the station knows CAP is an all-volunteer, non-profit organization.
- ◆ For event-driven PSAs, submit your materials well in advance.

Have you written a good PSA that you'd like to share? E-mail the text to Melanie at mlemay@capnhq.gov and we'll post it on the Web under Tools for PAOs.

Next month: A media-minded PAO finds a unique market for his PSA.

from the PAO bible...

Get acquainted with your local news media. Make a list of all newspapers and radio/TV stations in your area. Call and get the names of the editors and reporters who cover community groups and events. If you haven't already, make an appointment and go to see them! Introduce yourself, tell them a little about CAP, ask for their cooperation, offer them yours. Take them a press kit with CAP brochures, the CAP Fact Sheet, and information about your particular unit or wing. Find out how they like to receive press releases -- fax or e-mail? How far in advance? Is it OK for you to call and follow up? Communicate that you want to make their jobs easier. In turn, they'll make *your* job easier!

— Adapted from CAP 190-1, p. 1-4

The CAP pamphlet 190-1, volumes 1 and 2, is indispensable for all PAOs. If you don't have a copy, you can order one by accessing e-services at www.capnhq.gov or you can send a faxed request to Holley Dunigan in the Marketing and Public Relations Directorate at 334-953-4245.

Logo stockpile

Need a CAP logo for your newsletter, Web site or business cards? You can download several CAP logos from our Web site at www.capnhq.gov. Click on the **e-services** button and then on **CAP**

Emblems/Seals. Be sure to read the accompanying regulations for using the official seals and emblems.

Remember, use logos and all graphics at the highest resolution possible for sharp edges and clear print!

Right: The **standard CAP seal** is available in both grayscale and color versions at 84K and 732K.



Right: The **CAP auxiliary emblem** is available in color at 192K.



Right: The **CAP aerospace education seal** is available in color at 784K.



Right: The **CAP Drug Reduction seal** is available in color at 764K.



*In the oft-misunderstood world of public relations,
Mary Nell Crowe is PA's advocate*

Championing the cause

Like many PAOs in the field, Mary Nell Crowe, CAP NHQ Director of Marketing & Public Relations, sometimes contends with that fantasy of the misinformed -- the idea that PA jobs are all glamour and no work.

Follow this twenty-plus-year veteran of the field through a typical day, however, and you can see how many functions critical to CAP's success are handled by her directorate.

Crowe oversees national media relations, fundraising, the CAP motorsports program, CAP's exhibits

and materials for national trade shows along with CAP's own national meetings, the CAP News, the Annual Report to Congress, protocol for national events, and training for PAOs in the field.

If you have ever attended a national CAP event, you've seen the work of Crowe's directorate. Her staff handles all event publications, most of the executive speeches, the awards ceremonies, protocol for visiting commanders, photography, press releases and after-event coverage, and even the scripts and

multimedia shows.

Only someone with a broad background in public affairs could capably oversee so many different kinds of jobs. Crowe came to CAP seven and a half years ago with a background in national nonprofit marketing and fundraising.

Lt. Col. Karen Copenhaver, Middle East Wing PAO, says those with years of CAP experience recognize Crowe's contributions, and those of her staff, in rebuilding and giving new energy to the PA program. "She has always been anxious to include or

ask input of those of us in the field," said Copenhaver. "She's always supportive and provides an atmosphere for those of us in the field to experience and be part of a team effort."

In accepting so many areas of responsibility, and the long hours that accompany them, Crowe's life is often monopolized by CAP. Nevertheless, she manages to shoehorn in some quality time with her grown daughters Meredith and Elaine, her husband Doug of 37 years and two grandchildren, who live in Texas.

Box, continued from page 1

model biplane on her bookshelf. A colleague next door to Linda had a child of the right age. Linda gathered together child, mother and model plane, shot the photo, and designed the ad -- all in one day. Though it's only a photo of a mother and child holding a model plane, the ad brings together all the elements we were looking for -- an adult teaching a child about the history of aviation.

Lines and type

Though Linda was able to design her ad in color, sometimes ad rates make that option prohibitive. A company called



Ad courtesy of PR Newswire

Creative graphics in the ad above, designed for the PR Newswire company, required no color printing or photography, but eloquently tells the story of multimedia's important role in advertising.

PR Newswire took an innovative approach to the "restriction" of black and white to create a clean design with real impact. Their message -- multimedia presentations are a major part of advertising. And what is the key to multimedia? In this ad, all they did was separate the word "motion" from the larger word, "promotion," a simple graphic technique, but what an effective way to make their point!

The dimensional mailing

A "dimensional" mailing or promotion means using an object to convey a message. Sometimes, with inexpensive or donated objects, you can make a powerful statement to your audience.

For example, a non-profit literacy council in a large city wanted to reach the local movers and shakers in a fundraising campaign. With limited budget and personnel, the board of directors despaired of standing out among the hoards of worthy causes vying for attention.

Their marketing guru came up with the idea of hand-delivering a copy of the then newly-released hardback best-seller, *The Book of Virtues*, to each CEO. A local Books-A-Million store

donated the books and volunteers gathered to package them in eye-catching brown paper and raffia that matched the book's distinctive recycled paper-look cover. A hand-written tag

with the recipient's name bore the campaign theme, "Generosity is a virtue." The highly-touted book got executives' attention and resulted in a successful campaign.

A dimensional mailing or gift is not the same as a product-giveaway. The dimensional object is a metaphor for the idea you want to convey and often has no intrinsic value other than a symbolic one. That's good news when your budget is small or practically non-existent.

As you can see, working around a small budget doesn't have to be a burden. Sometimes it can be an unexpected doorway to some especially creative marketing.

